

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING**

January 17, 2008

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00 p.m., at the ISTA Center, 150 West Market Street, 2nd Floor Conference Center, Indianapolis, Indiana.

I. Welcome to New Board Members

Dr. Monroe welcomed new Board Member Emily Hancock to the Board and asked the Board members in attendance to introduce themselves. Emily is representing Indiana Family and Social Services, the Office of Medicaid Policy and Planning.

II. Approval of October 18, 2007 Executive Board Meeting Minutes

Karla Sneegas noted requested changes in the board roster. Wendy Zent indicated that she is not a D.D.S as indicated on the attendance list of the minutes. Motion to approve the Executive Board Meeting minutes for both was made by Dr. Mohammad Toriabi, 2nd by Dr. Steven Jay and passed.

III. Financial Report

Celesta Bates provided the financial report. A motion to approve the financial report was made by Dr. Robert Keen, 2nd by Dr. Alan Snell and passed.

IV. 2008-09 Budget

Celesta Bates presented budget revisions. A motion to approve the revisions to the 2008-09 budget was made by Dr. Mohammad Torabi, 2nd by Dr. Dr. Steven Jay and passed.

Supplemental Grants

Karla Sneegas recommended that unspent dollars in the Supplemental Grant category be moved to Statewide Cessation Grants and Cessation Promotion. This change will allow more focus toward promoting cessation. After discussion, it was agreed to not specify that only cessation be addressed in the statewide grants. Dr. Robert Keen moved to approve, 2nd by Dr. Steven Jay and passed.

Sub Contract with Ball State University

ITPC has been in discussions with ISDH staff to manage the Centers for Disease Control's Office on Smoking and Health (CDC-OSH) grant. ITPC will assume program responsibilities previously held by Smokefree Indiana. This contract is currently between Ball State University and ISDH. First, Ball State University will subcontract with ITPC to complete the management of this grant for this State Fiscal Year ending June 29, 2008. Second, ITPC and ISDH will enter into a Memorandum of Understanding to manage this grant which is a Cooperative Agreement with CDC beginning June 30, 2008. This is an enhancement of current partnership with ISDH. This will conserve resources, as we

anticipate needing half the staff as Smokefree Indiana had last year at this time, and also conserve duplication of services. This change also moves management of the Indiana Tobacco Quitline to ITPC. Most state and federally funded tobacco control activities will be under one umbrella and also benefit our local partnerships with the resources the CDC grant brings to the table.

Karla Sneegas provided a recommendation for Indiana Tobacco Prevention and Cessation Staff to assume the responsibility for managing the Centers for Disease Control's Office on Smoking and Health (CDC-OSH) grant plan and deliverables for the remainder of State Fiscal Year 2008, period ending June 30, 2008. Motion to approve was made by Dr. Mohammad Torabi, second by Dr. Richard Feldman and passed.

Karla Sneegas recommended Indiana Tobacco Prevention and Cessation Staff to enter into a Memorandum of Understanding with Indiana State Department of Health (ISDH) to manage the Centers for Disease Control's Office on Smoking and Health (CDC-OSH) cooperative agreement with Indiana with the new grant period beginning June 30, 2008. Motion to approve was made by Dr. Mohammad Torabi, second by Dr. Richard Feldman and passed.

V. Cessation

Quitline Progress

Karla Sneegas presented Quitline data from July through December 2007.

- Since the Board's approval to add two-week NRT the Quitline received 1,101 calls from January 1-16, 2008, with 975 requesting intervention. Approximately 50% of those registering for intervention took advantage of the NRT option.
- There has been no paid promotion of the Quitline or NRT offerings during this time.
- On January 2, Dr. Monroe and Karla Sneegas traveled to Fort Wayne to hold a press conference to announce the winner of the Quit2Win contest and also announced that NRT option was available through the Quitline.
- In the first three days of 2008, Indiana was the second highest state with calls to the Quitline of the 19 states handled through Free and Clear. January 1 and 2 are usually their highest day every year. We surpassed the number of calls in any previous month in history of the Quitline even when paid promotions and ads were used for promotions.
- Allen County lead the State with the most calls with Tippecanoe County second in the state with most calls in January to date.

RFP Updates

ITPC is in the process of preparing a Request for Proposal (RFP) for the Indiana Tobacco Quitline because the contract with Ball State ends June 29, 2008. An Advisory Work Group of board members consisting of Emily Hancock, Diane Krull, Dr. Snell, and Dr. Feldman. The Group had 2 meetings in December and January. Emily Hancock, Diane Krull, and Dr. Snell was convened. Members shared progress and insights with the rest of the Board members. The RFP will be released on January 22, 2008, after a holding a required Bidder's Conference with the Indiana Department of Administration on Friday, January 18. The RFP will be due February 22, 2008. During March ITPC will convene a

review committee to review the grant proposals. An update will be provided at the next Board Meeting in March.

Supplemental Grants

Anita Gaillard presented the following information:

- A list of the lead agencies and their counties who submitted a supplemental grant proposal
- 26 were received from our funded partners, 21 were approved
- Re-writes and re-working budgets are currently being done
- These dollars are to focus on improving cessation systems in communities.

Statewide Cessation Grant Input

Karla Sneegeas presented a draft Request for Proposal with a priority to provide statewide impact on cessation systems. Key points to include are:

- Promote cessation resources for health care providers
- Promote cessation for employers, including strategies for both large and small
- Efforts to enhance the outreach of the Quitline to low income and underinsured
- Training for health care professionals on the updated clinical practice guidelines which will be out soon
- Marketing and outreach to underserved smokers to guide them to using the Tobacco Quitline
- Marketing to the age group of 18-24 which has the highest prevalence of smoking

VI. Legislative Update

Bills currently being monitored include:

- Senate Bill 28 “fire-safe cigarettes” passed out of Senate committee yesterday
- HB 1057 “statewide smoke free air law”, Danielle Patterson cautioned that it is being modeled after Indianapolis ordinance which excludes bars, bowling alleys, casinos, which is not the model legislation state organizations support. The bill was moved to the Public Policy Committee from the Public Health Committee. It may be heard in committee new week. A press conference to release statewide poll results is set for January 22nd.
- HB 1056 “cars and kids” was pulled.
- SB 221 “warning for pregnant women at time of purchase”
- HB 1118 “revoke tobacco retailer certification for exceeding infractions of selling to minors”

VII. ITPC Program and Staff Update

Quarterly recap

- Media Coverage update
 - July-Sept, 968 earned media articles
 - October-December, 614 earned media articles
 - Mainly on second-hand smoke and tobacco tax
- Health outweighed pro-tobacco interest 3 to 1
- Increase in articles related to cessation

Trainings

- Local Community and Minority Programs training focused on VOICE, policy change and cessation services:
 - Over 2,000 organizations involved in local efforts
 - Over 28,000 activities
 - Over 48,000 presentations
 - Over 200 training activities
- Five Partner Regional Meetings were held in July
- Partner Conference Calls occur every 2 months
- Training specialized for our partners and other organizations:
 - Tobacco 101
 - Cessation Training
 - Second-hand smoke training

Trainings given by staff at the following meetings

- MVOV
- INShape
- CSAP National
- IMHC Board
- National Tobacco Control, 8 workshops conducted by Indiana

2007 Special Events staff conducted

- IBE Summer Celebration
- Indiana State Fair
- ISDH Public Health Quality Improvement Project
- Indianapolis Women supplement on Quitting Smoking
- Influence Events throughout Indiana
- Time2Quit Cessation Campaign &
- Quit2Win Cessation Campaign
 - Contest Winner Announcement
 - Over 5,000 participated
 - Over 500 boxes placed by our partners, collected 1800 entries
- Enhancing the Quitline

Policy changes

- Tobacco-free school districts—IPS is tobacco free
- Tobacco-free hospitals, over 80% statewide
- Recent action on smoke free communities implemented (Cumberland implemented and Crown Point passed)
- Air monitoring report released in Fort Wayne
- Smokefree municipalities update

VIII. Announcements

Upcoming Meeting Dates for 2008:

March 20
June 19
September 18
November 20

Dr. Judith Monroe adjourned the meeting.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)
Karla Sneeegas, MPH, Executive Director
Alan Snell, M.D.
Stephen Jay, M.D.
Robert Keen, Ph.D.
Diane Krull
Phyllis Lewis for Suellen Reed, Ed.D.
Danielle Patterson
Mohammad Torabi, Ph.D.
Richard Feldman, M.D.
Wendy Zent
Emily Hancock for Jeff Wells for E. Mitchell Roob

The following Advisory Board Members were present for all or part of the meeting:

Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:

Natalie Robinson for Steve Carter
Victoria Champion, PhD.
J. Michael Meyer
Patricia Hart
Nancy Turner
Steve Simpson, M.D.
James Jones
Michael Meyer
Pat Rios

Agency Staff in attendance:

Anita Gaillard, Director of Community Programs
Celesta Bates, Chief Financial Officer
Jamie Broderick, Regional Program Director
Karen O'Brien, Regional Program Director
Dan Morgan, Regional Program Director
Kristen Stokes, Contract Administrator
Cheryl Raney, Accountant
Barb Cole, Administrative Assistant
Katelin Ryan, Research Director
Becky Haywood, Administrative Assistant

Agency Staff not in attendance:

Miranda Spitznagle, Director of Program Evaluation
Craig Wesley, Regional Program Director

Others in attendance:

David Ayers, MZD
Harry Davis, MZD
Matt Keating, MZD
Missy Lewis, IAFP
Marolyn Knight, Fairbanks
Dr. Huber
Debi Hudson, Clarian
Cindy Bundy

